

PHOTOCOPY
PRESERVATION



Andy Rotherham
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To: Eric P. Liu/OPD/EOP@EOP

cc: Anna Richter/OPD/EOP@EOP, John B. Buxton/OPD/EOP@EOP

Subject: actuality

How about this:

EDUC -
Read Across
America

Read Across America

On March 2, thousands of volunteers will celebrate Dr. Seuss' birthday by reading to more than 20 million youngsters in communities around the country. The third annual Read Across America celebration brings together figures from all areas of American life including athletic stars, entertainers, and business leaders to help spread the joy of reading to our nation's young people. Efforts such as Read Across America complement my goal of ensuring that all children are able to read at grade level by the end of the third-grade. The commitment of these volunteers and the dedicated people working in our nation's schools every day will ensure that this goal becomes a reality for our children. I urge all Americans to join this effort and to work throughout the year to help all children develop the reading skills they need to succeed in school and to succeed in life.

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NATIONAL EDUCATION ASSOCIATION

Robert F. Chase, President
Reg Weaver, Vice President
Dennis Van Roekel, Secretary-Treasurer

1201 16th Street, N.W.
Washington, D.C. 20036-3290

Don Cameron, Executive Director

Executive Office

January 31, 2000

President Bill Clinton
The White House
Washington, DC 20500



Dear President Clinton:

On behalf of the National Education Association's (NEA) 2.5 million members, it is my pleasure to once again invite you to help make our third annual Read Across America celebration a success. This exciting nationwide event, to be held on Dr. Seuss' birthday March 2nd, will offer an opportunity to focus on early learning and your goal of helping every child to read at grade level by the third grade.

Read Across America brings together the nation's leading education, literacy, and community organizations to help every child -- in every school and community -- experience the joy of reading. It is not just a one-day event, but part of a broader effort to promote the importance of early reading.

Last year's Read Across America event brought together 20 million children and adults in a nationwide celebration of reading. This year promises to be even more exciting, with events planned around the country, including:

- Sports figures and celebrities such as Kobe Bryant and Reba McIntyre sharing their love of reading;
- The Cat in the Hat ringing the bell to open the New York Stock Exchange on February 29th, which will be dedicated as "Reading Day"; and
- Newspapers such as the Los Angeles Times sponsoring writing contests.

Your leadership will help make this year's event even more successful. Specifically, we would like to request that you dedicate your February 27th radio address to Read Across America and call upon all Americans to help spread the joy of reading. In addition, we could arrange for the Cat in the Hat to be your guest while you tape your address. We would also like to arrange an event at the White House with children and the Cat in the Hat. The event could feature your presentation of books and hats to the children. Photos from the event would be used in our year-long efforts to emphasize reading.

We hope your schedule will permit your participation in this year's Read Across America celebration. Please have your staff contact Mary Elizabeth Teasley, NEA Director of Government Relations, at 202-822-7321, to confirm your participation in this exciting event.

Sincerely,

Bob Chase
President

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